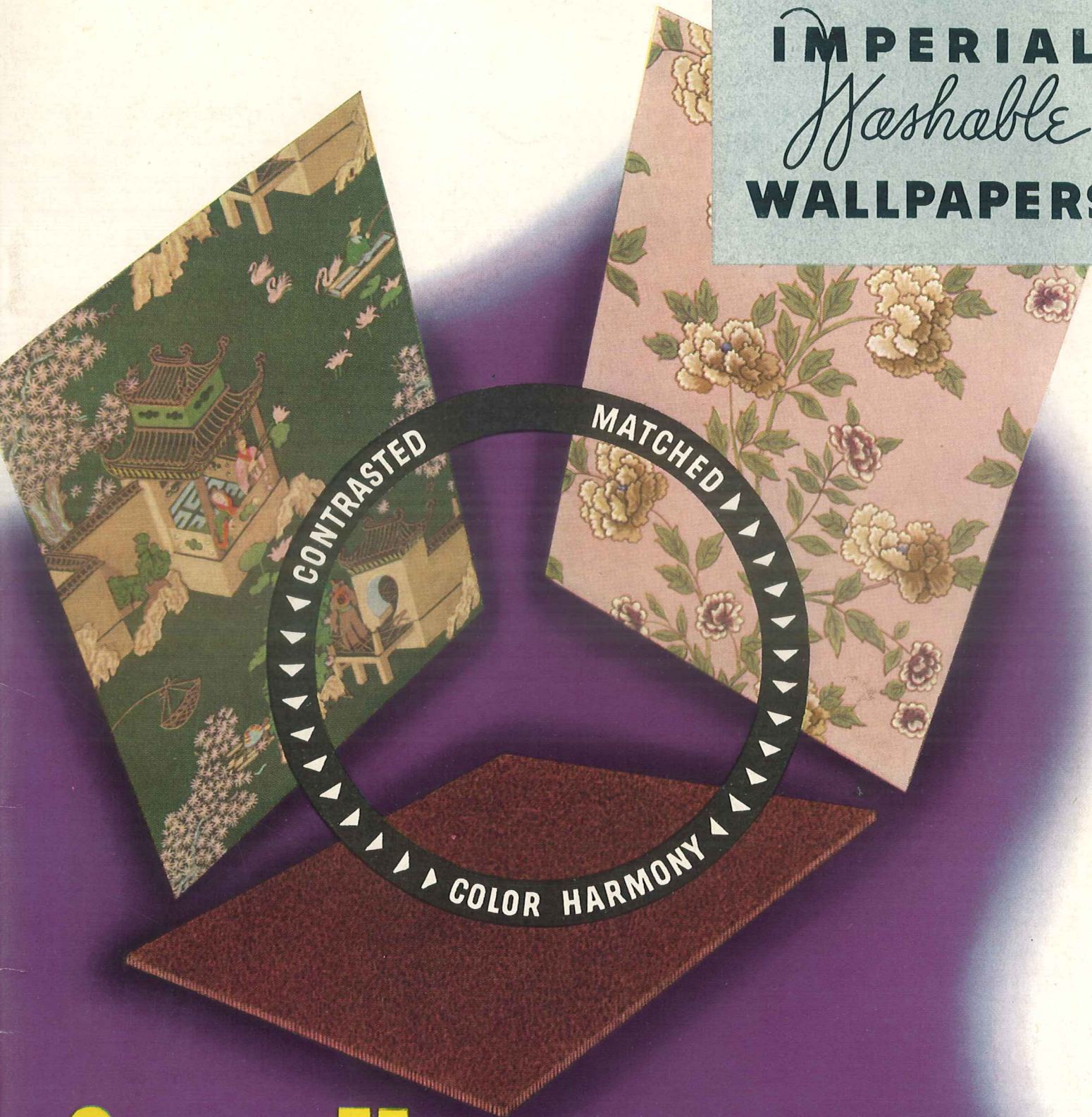


IMPERIAL
Washable
WALLPAPERS



Color Harmonizer...

THE EASY WAY TO COLOR HARMONY FOR A LOVELIER HOME

25¢

BY *Jean McLain*

Probably nothing can do more for your room than a well-chosen wallpaper. And . . . choosing the correct wallpaper is really very easy. There are but three important things for you to take into consideration.

PATTERN... the wallpaper must have a pattern that is appropriate in character for our room, correctly-chosen for type of house and furniture.

SCALE... the wallpaper must have a design that is "right-sized" for our room, it must satisfy our feeling for proportion.

COLOR... the wallpaper must have colors that harmonize with the other colors in our room, one color enhancing another.



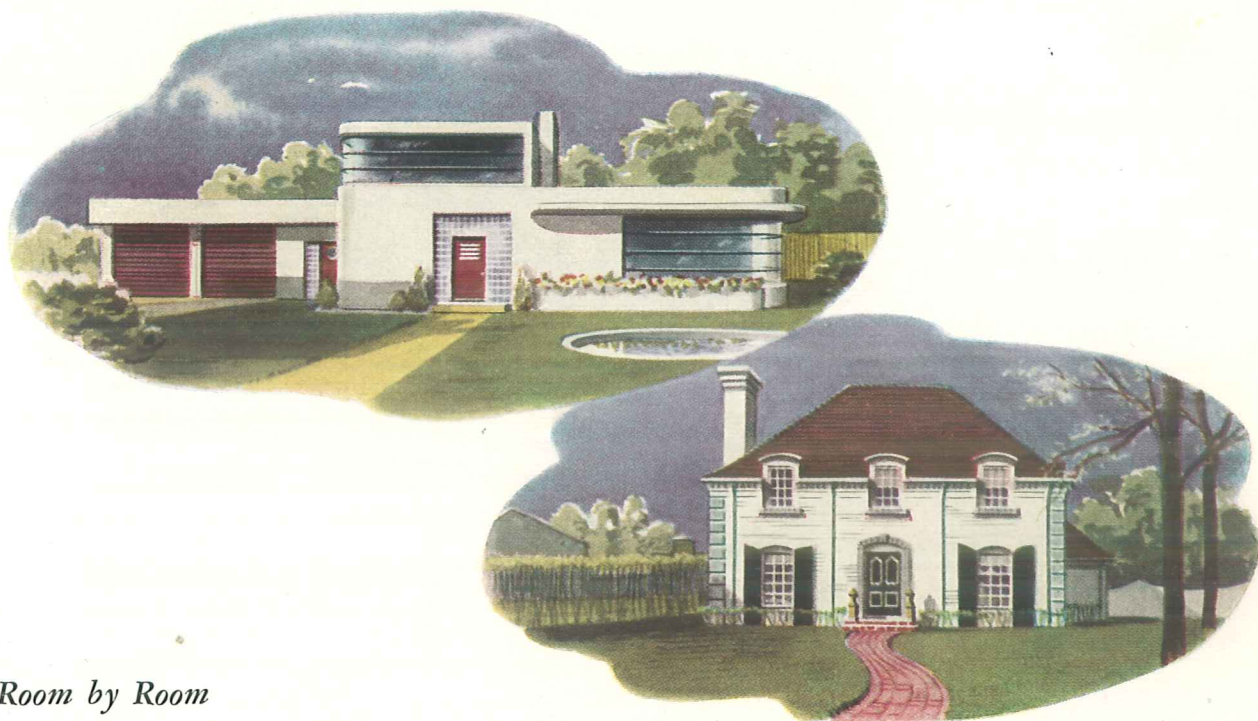
DECIDING ON PATTERN

Traditional or Modernized Design

Deciding on pattern is inherently easy, since, in the last analysis, it is essentially a matter of choosing what we like. Almost without exception, what we like in pattern turns out to be good pattern for our purpose. Our innate sense of what is suitable guides us to the correct choice.

The principal consideration is that the wallpaper we choose be appropriate in character for our room.

If our furnishings cling closely to the beautiful things created in the past, wallpaper *traditional* in inspiration will prove the appropriate background. On the other hand, if we prefer homes and interiors not rigidly period in feeling, we can take full advantage of the dramatic possibilities of modernized wallpaper design.



Pattern—Room by Room

Entrance halls are often relatively bare of furnishings; so choose a highly-decorative wallpaper to compensate for the lack of furniture.

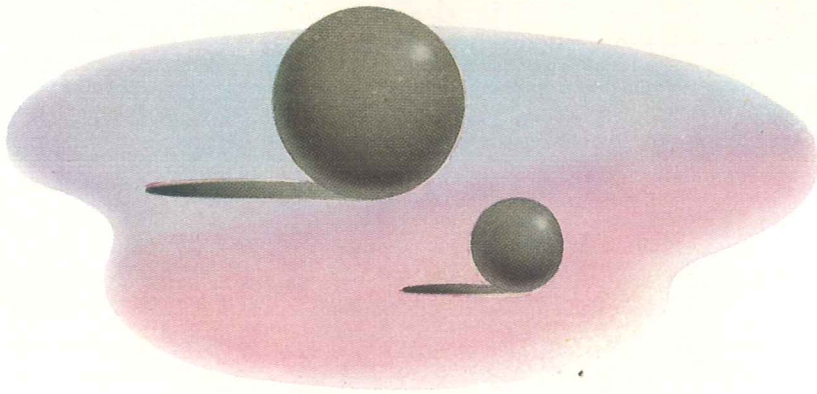
If *living room* draperies, furniture covers or rugs are patterned, a simply-designed wallpaper—a stripe, a diagonal, a medallion or other conventional pattern is indicated. Where little or no design appears in other furnishings, a wallpaper with a pronounced pattern is the proper choice.

Dining room furniture is, as a rule, extremely standardized; hence a decoratively-patterned paper is actually essential in order to contribute a note of distinction to the room. *Break-fast rooms* sparkle when gay wallpaper is used, especially when colors are fresh, brilliant. All types of pattern are suitable—florals, foliage designs, fruit motifs, scenics.

Wallpaper with gay, modern design, fresh and crisp in coloring complements the clean-cut lines of today's *kitchen* equipment. Even where kitchen equipment and fixtures seem hopelessly outmoded, a sparkling wallpaper can do a marvelous job of transformation.

For the *bathroom*, a large-scale pattern with plenty of open background contributes a brilliant new-style note. Certain patterns—particularly clearly-defined medallions or clusters of gay flowers without too much feeling of direction—go well on both ceiling and sidewall.

In *bedrooms* we have quite a free hand. Cheerfulness and a complete sense of satisfaction with color, pattern and effect are the major considerations.



DETERMINING SCALE

Large pattern or small pattern

What *size* pattern shall we choose? That is the next question we must answer in our effort to establish an appropriate background for living. The traditional *conservative* choice is a small pattern, whereas people whose personalities and social requirements demand a *high-style* background are prone to favor a large pattern.

Of course, the problem of scale comes into the picture. What is scale? Scale simply means "right-size."

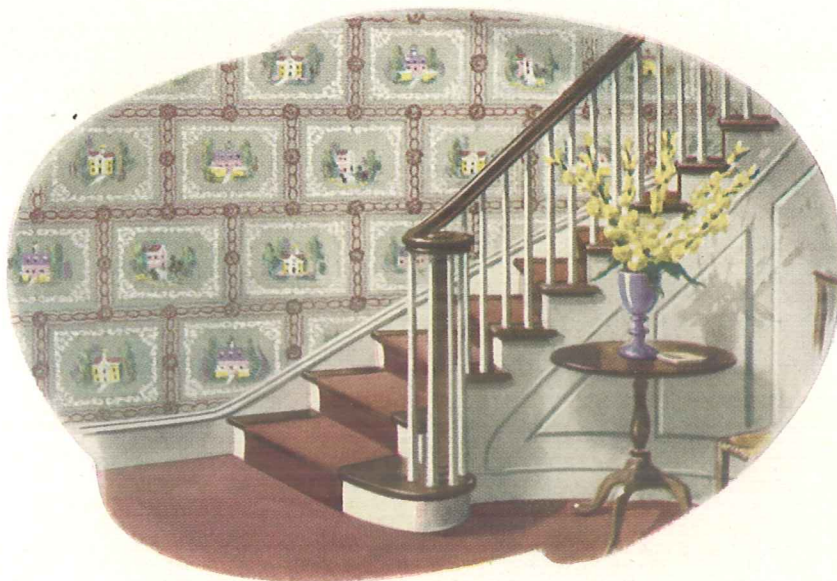
For a long time, scale in relation to wallpaper has been summed up in the phrase, "small patterns for small rooms, large patterns for large rooms." However, this rule of scale is no longer rigidly applied. Obviously, if we have a small room, a small pattern will look well in it. However, if our small room is in good proportion, we can make it a room of great decorative interest by using wallpaper with a large pattern so spaced that plenty of open background shows.

Not only will the small room treated in this manner be more effective decoratively, it will appear wider and longer. Large-scale pattern on a light background gives us the feeling of looking past pattern into space—thus contributing an illusion of magnitude.

Breakfast rooms, bathrooms, powder rooms, large coat closets, small sewing rooms, writing rooms, all such small rooms with limited use are *safest* for over-scaled pattern. Remember however—large-scale design can be used in practically every small room if care is exercised in selecting just the right pattern.

On the other hand, we should resist the inclination to use tiny patterns in large rooms. Small patterns tend to make the walls of large rooms seem lost and aimless. Some author-

ities recommend the use of small-scaled patterns in large rooms with very broken wall spaces—but even here a large-scaled pattern seems more satisfying. However, we must be careful to use well-related designs such as all-over patterns, damask designs, self-toned stripes, plaids or diagonals—avoiding “set” or definitely spaced motifs, since the rhythm of such “set” patterns is constantly interrupted in very broken wall spaces, resulting in an effect displeasing to the eye.



Scale—Room by Room

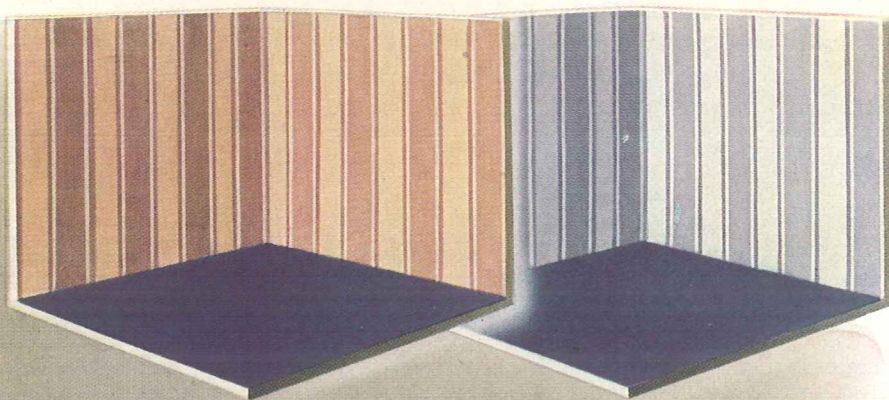
Living rooms usually have large expanses of wall space, hence large-scale pattern is extremely effective. Stripes or conventional patterns are appropriate foils to floral fabrics or figured rug.

Halls and stairways are places where large and pronounced patterns are especially indicated. Pattern large in scale with plenty of open ground is highly-decorative and distinguished-looking; it breaks up the wall expanse delightfully and tends to give width to the stairway. Good-sized architectural block patterns, large diagonals and plaids emphasize the mass of the wall and seem to bring down the ceiling height. Small patterns are most appropriate when ceilings are exceptionally low or when wall spaces are extremely small and cut up.

In *dining rooms*, even in small dining rooms, it is desirable, as a rule, to use large-scale pattern. Wall spaces are often bare of pictures and without relief of tall pieces of furniture, thus distinctive wallpaper lends decorative flavor to the room.

Large-scale motifs are particularly effective in *kitchens*, whether streamlined and modern with limited wall areas, or frankly old-fashioned with large expanses of wall space.

In *bedrooms* we have the same freedom in resolving the problem of scale that we have in the selection of pattern. The only valid guide is our own conception of what we ourselves consider completely satisfactory. Of course, the same general situation prevails; if a large-scale, modernized pattern can be used successfully, our room will bear the stamp of new-style, whereas small, traditional-type design complements most delightfully furnishings essentially conservative in character.



COORDINATING COLOR

Matching or Contrasting Harmony

With the aid of Imperial's Color Harmonizer Charts we can choose colors and combine colors with the assurance of an expert—for the Color Harmonizer method makes picking the right color, and the combining of colors into either matching or contrasting harmonies, almost an automatic process. Matching and contrasting harmonies are equally satisfactory—the former providing a subtly smooth flow of similar color, and the second a sparkling color scheme in opposite hues.

Although the Color Harmonizer Charts may be used to solve a variety of color problems, first let us see how easy it is, with their help, to coordinate colors of floors and walls.

Take a look at the Color Harmonizer Chart on the page opposite. Note the *round* color spots. These round color spots represent rug colors. Now observe the *squares* of color. These squares show wallpaper colors that harmonize with the rug colors.

Just how do we go about using the Imperial Harmonizer Charts in coordinating the colors of our floors and walls?

First we find—on one or another of the charts—the *round* color spot that comes closest to matching the color of our rug. If rug is figured, pick out principal color for matching.

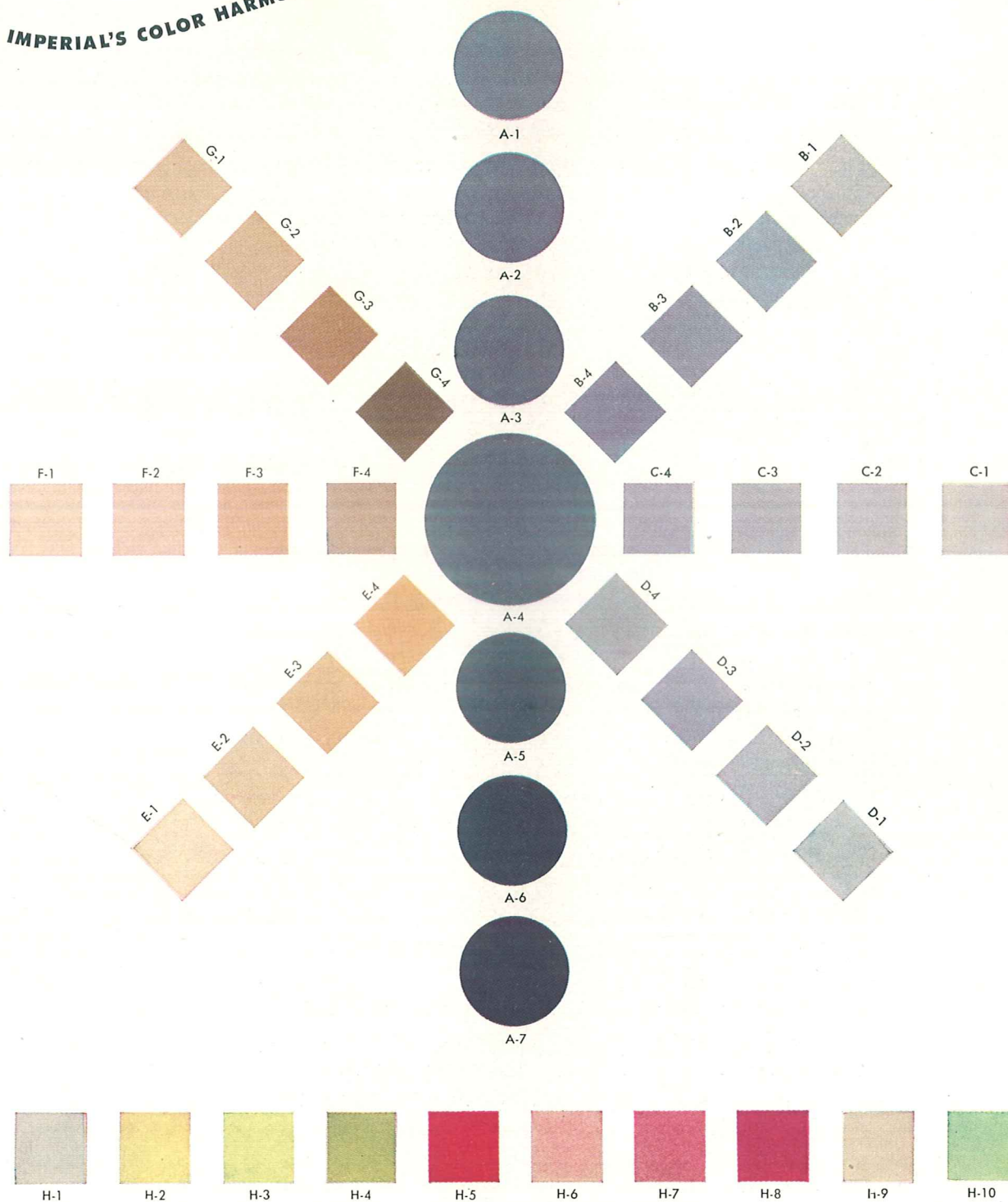
Now, to color-coordinate wall and floor surfaces, simply choose a paper containing the color of any one of the *squares* shown on the same chart in which we found our rug color.

If we want a *matching* color harmony, we choose a wallpaper predominantly the color of one of the color-squares on the right side of the "wheel." If we want a *contrasting* color harmony we choose a wallpaper predominantly the color of one of the color-squares on the left side of the "wheel"—or, one of the colors shown in the horizontal row of color-squares at the bottom of the "wheel."

The colors on the right side of the "wheel" are tints, shades or tones of the same hue as the rug color. They form matching color harmonies with the rug colors. The colors on the left side of the "wheel" are tints, shades or tones of the color directly complementary to the rug color. Complementaries provide extremely pleasing and harmonious color contrasts. The colors shown in the horizontal row, at the bottom of the "wheel," are harmonious *non-complementary* contrasts.

(Continued on page 8)

IMPERIAL'S COLOR HARMONIZER CHART NO. 1



Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the round color-spots, then pick a wallpaper containing the color of any of the color-squares. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing either background color of paper or one of the pattern colors.

The color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. However, if the principal color of multi-colored paper matches, or comes close to matching, one of the squares shown on chart containing rug color, the multi-colored wallpaper, with its many secondary and accent colors, harmonizes with rug.

The background color of a wallpaper is not necessarily its predominant color. The principal color is often found among the top-colors of a paper. This is particularly true of all-over designs and of papers where the background is neutral or in very soft chromatic tones. The color we, ourselves, consider the main color in a wallpaper is its principal color—even though another, but less aggressive color, occupies a greater area.

APPLYING THE PRINCIPLES OF THE COLOR HARMONIZER CHARTS

Let Us See how very easy it is to work out color schemes with the aid of Imperial's Color Harmonizer Charts. First, let us concern ourselves only with the coordinating of wallpaper and rug colors. Later we shall learn how to use the Color Harmonizer method in tying the colors of our curtains, upholstery and accessories into our scheme.



FIGURE 1

Matching Harmony. We have a solid blue-green rug. Referring to Chart No. 2, page 10, we discover that our rug matches the *round* Color-Spot A-5. We decide we want a matching or blended color harmony. Among the color-squares on the right side of

Chart No. 2, Color C-4 appeals to us as a tone we should like to see on our walls. From the numerous Imperial Washable Wallpapers containing the color of our choice, we select the one illustrated at "B," Figure 1. The background color is predominant in this paper and it matches Color-Square C-4.

Or we select the paper illustrated at "A," Figure 1. This paper has a white background, with the Bluish-Greens, D-1 and B-4, Chart No. 2, as the principal, or predominant colors in its pattern. This selection illustrates the point that the principal colors of a wallpaper may be found among the top-colors—that is, among colors used in printing the pattern.

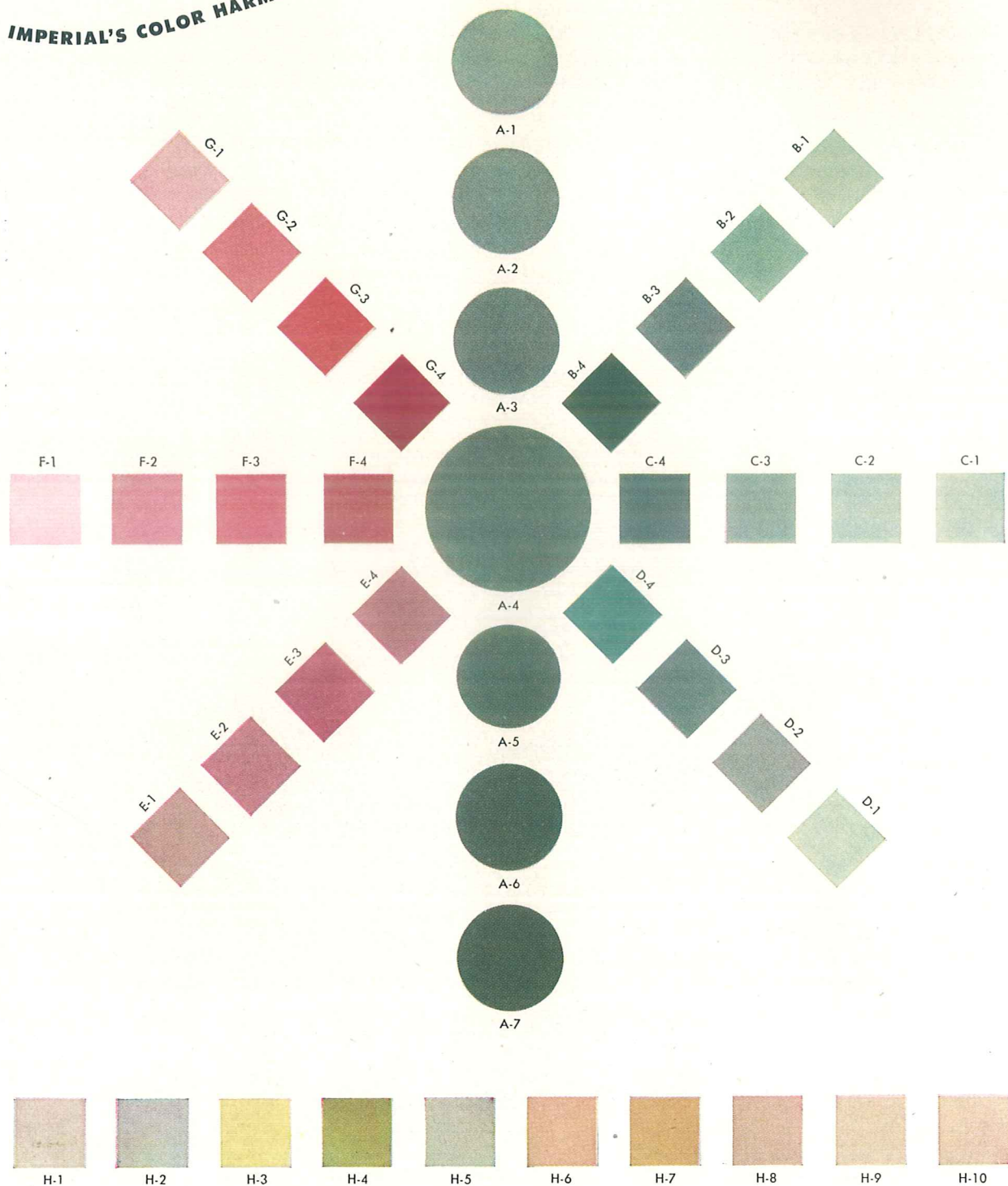


FIGURE 2

Contrasting Harmony. Suppose we decide we want a color for our walls which contrasts with our green rug. Looking over color-squares on the left side of Chart No. 2, we fasten upon F-1 as a color that is pleasing to us. From many possible choices we select the Imperial Washable Wallpaper illustrated at "D," Figure 2. This paper has a background color *very close* to F-1, Chart No. 2. Note that we said *very close* to F-1. This shows that the predominant color need not *exactly match* a color-square to be in conformity with Color Harmonizer principles. The color in our paper may vary somewhat in value—that is, be a little lighter or a little darker than a color-square; however, it should not depart from the color-square in hue—that is, in basic color.

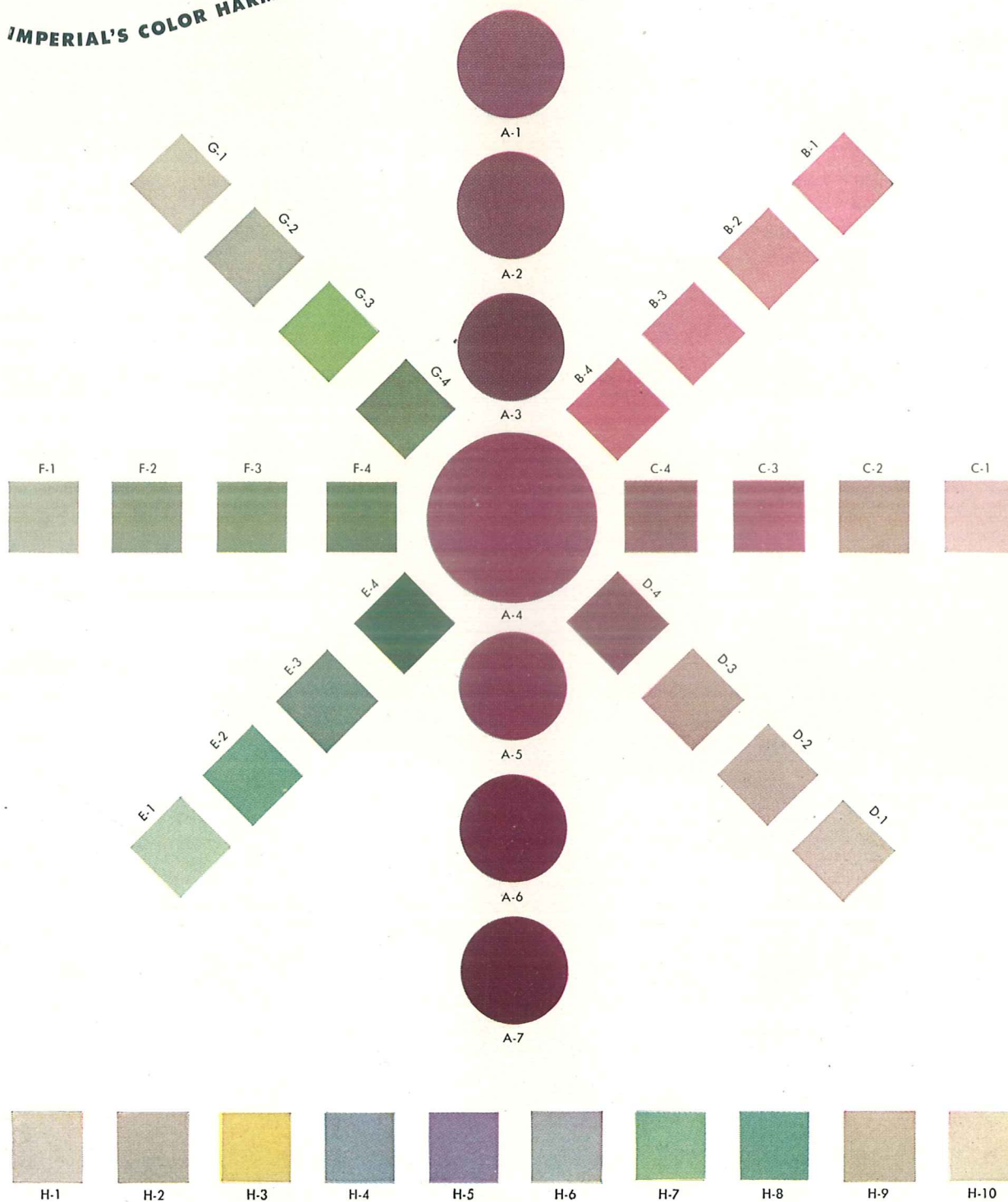
Another good choice for a contrasting color harmony is the paper shown in illustration "C," Figure 2. The background of this paper is white and the Bluish-Reds G-1 and G-4, Chart No. 2, are predominant in the motif. This is another instance where we find our harmonizing colors among the top, or pattern colors, of a paper.

IMPERIAL'S COLOR HARMONIZER CHART NO. 2



Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

IMPERIAL'S COLOR HARMONIZER CHART NO. 3



Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

Non-Complementary Contrasts. The color-squares on the left side of the charts show tints, shades, or tones of the color directly complementary to the basic rug color. In addition to these complementary contrasts, each Color Harmonizer Chart includes several *good non-complementary contrasts*; these are shown in a horizontal row of color-squares at the bottom of the "wheel."

We use this row of color-squares at the *bottom* of the "wheel" in exactly the same manner as we do the colors of the squares *on* the "wheel." Wallpapers containing these non-complementary contrasts are in harmony with rugs of the colors shown by the round color-spots on the same chart.

Suppose we have a burgundy rug and wish a non-complementary contrast for our walls. We find that our rug matches the round color-spot, A-5, Chart No. 3, page 11. Color H-3, on this same chart, appeals to us as a color we should like to see on our walls. From the many Imperial Washable Wallpapers containing this color, we choose the one illustrated at "E," Figure 3. In this paper, the background color is gray, and a clear yellow, Color H-3, appears prominently in the pattern.

Or, we might choose the paper at "F." In this paper Color H-4, Chart No. 3, appears prominently in the pattern; this particular blue is also a pleasing non-complementary contrast to either burgundy or mauve.



Harmonious Neutrals. White and neutral gray, technically speaking, are not colors at all, and for this reason, they combine harmoniously with practically every chromatic color. Tans, creams, and ivories also get along well with most colors of more definite hue. In our horizontal row of color-squares at the bottom of each "wheel" we show one or more of these universal tones, as a general cue to the fact that papers so colored serve as splendid backgrounds in almost any scheme.

Bedroom Ensembles. Here is how we use the Color Harmonizer Charts to select a wallpaper in color harmony with draperies, bedspreads, comfortables, blankets or dressing table skirts. We match the principal color of our bedroom ensemble to a color on one of the charts. Then we select an Imperial Washable Wallpaper containing any of the colors on the same chart. For a matching harmony we select a paper containing a color found on the same side of the chart in which our bedroom ensemble color appears; for a contrasting harmony, a wallpaper containing one of the colors from the other side.

Harmony in the Bathroom. We use the Color Harmonizer Charts to harmonize colors in our bathroom in the same manner. Suppose we already have a color-coordinated shower curtain and window curtain ensemble—or suppose we wish to use the color of the floor, the tiles, towels, or fixtures as the “key” or starting color around which to build our scheme. We merely match the principal color of the furnishings in question to a color on one of the Color Harmonizer Charts, and then choose a wallpaper predominantly the color of any of the color-squares on the same chart—on the same side as our “key” color for a matching harmony, on the opposite side for a contrasting scheme.

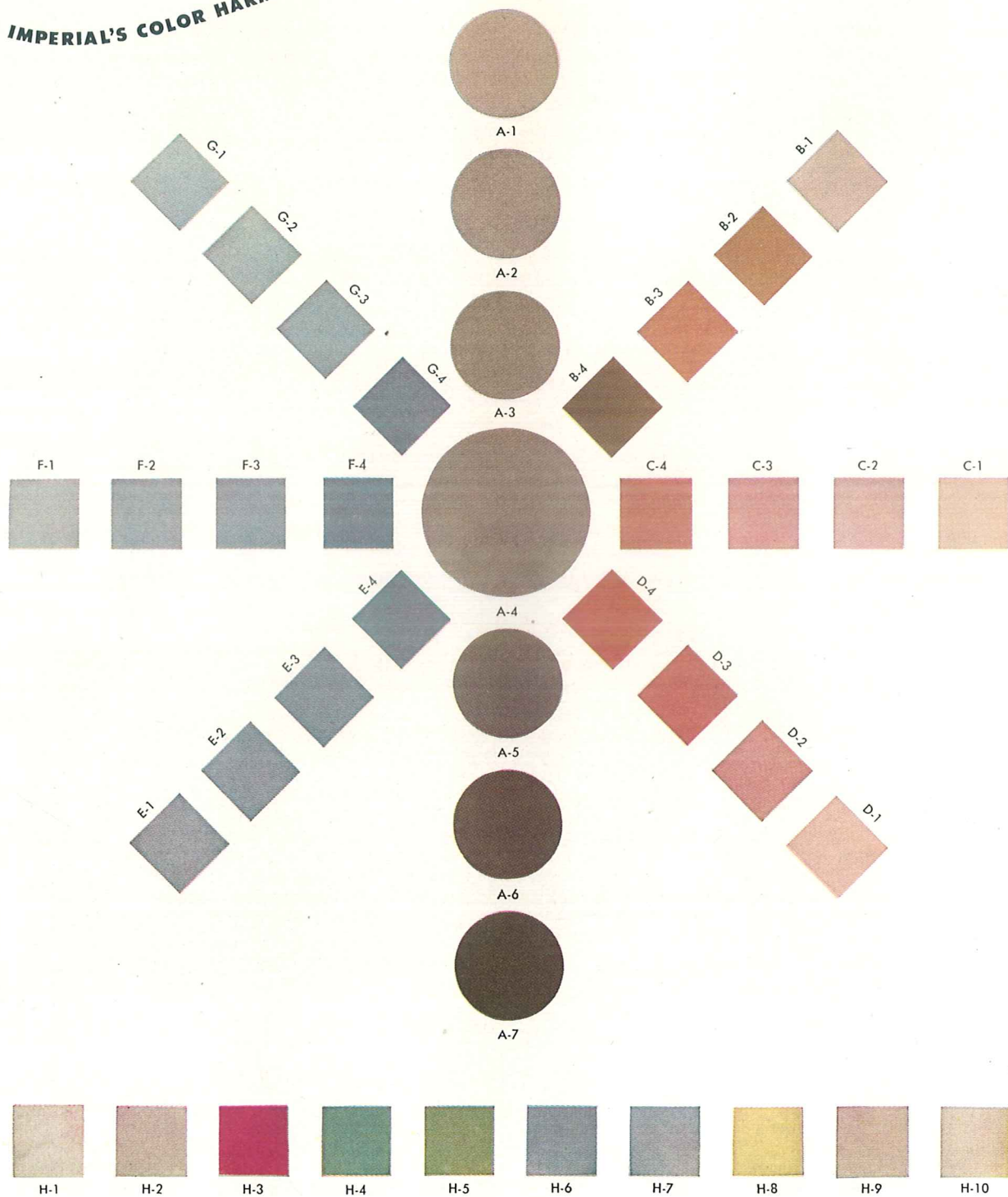


FIGURE 4

Figured Rugs. If we have a figured rug, we pick out its principal color for matching. See Figure 4. Here we have a rug with a neutral background; in its pattern rose is the color that stands out. We find this predominant color of the rug to be similar to Color-Spot A-1, Chart No. 5, page 15. For a matching harmony we choose, from many possibilities, the Imperial Washable Wallpaper illustrated at “G,” this paper has a background the color of C-1, Chart No. 5, a tone of rose.

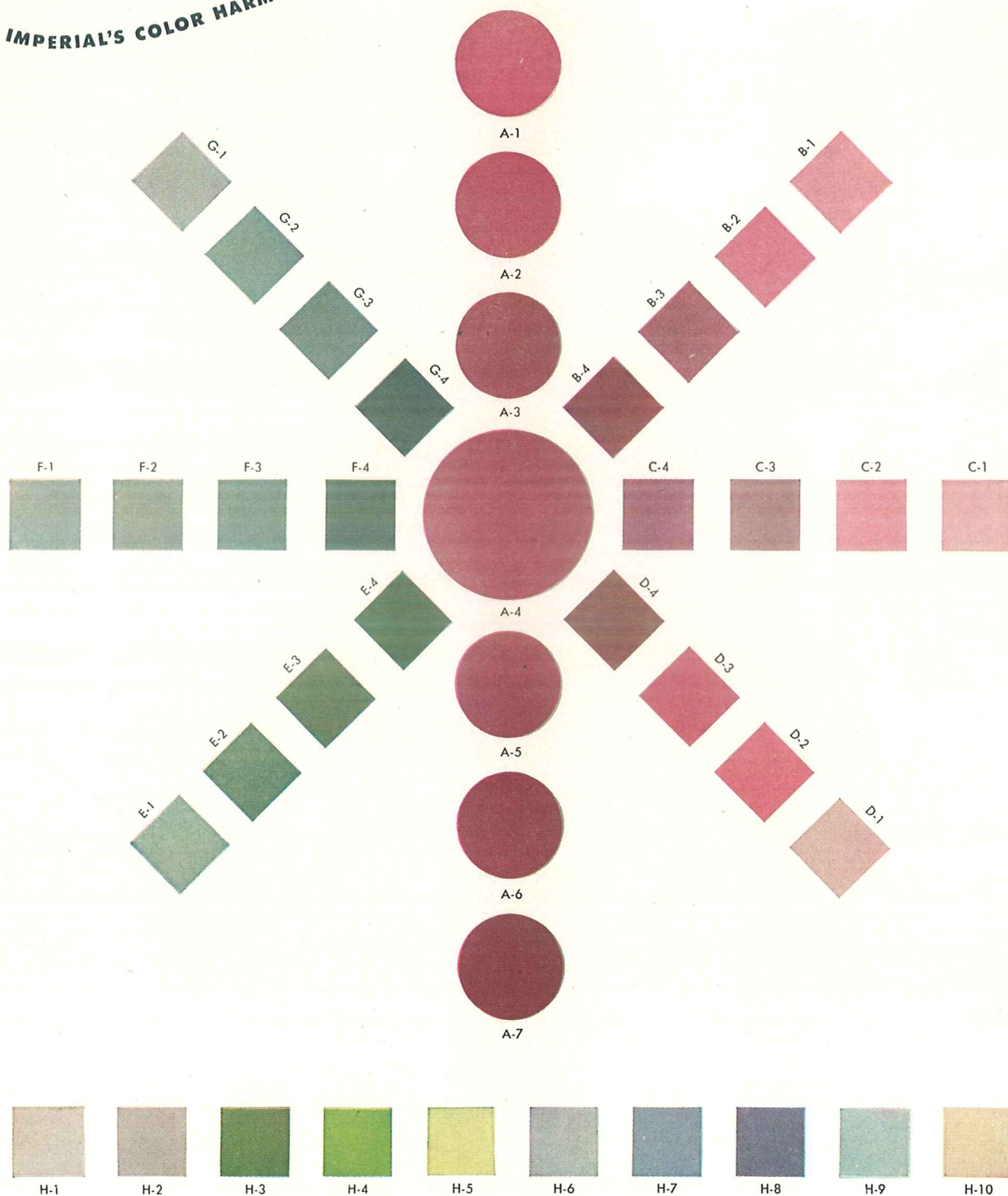
For a complementary contrast we might select the paper shown by illustration “H”; its background color matches Square E-1, Chart No. 5. Or, the paper illustrated at “I”; this paper has a white background and in its pattern, Color F-2, Chart No. 5, is predominant. For a non-complementary contrast we could choose the paper shown at “K.” The background of this paper is a yellow, H-5 on Chart No. 5, chosen from the horizontal row of color-squares at the bottom of the chart.

IMPERIAL'S COLOR HARMONIZER CHART NO. 4



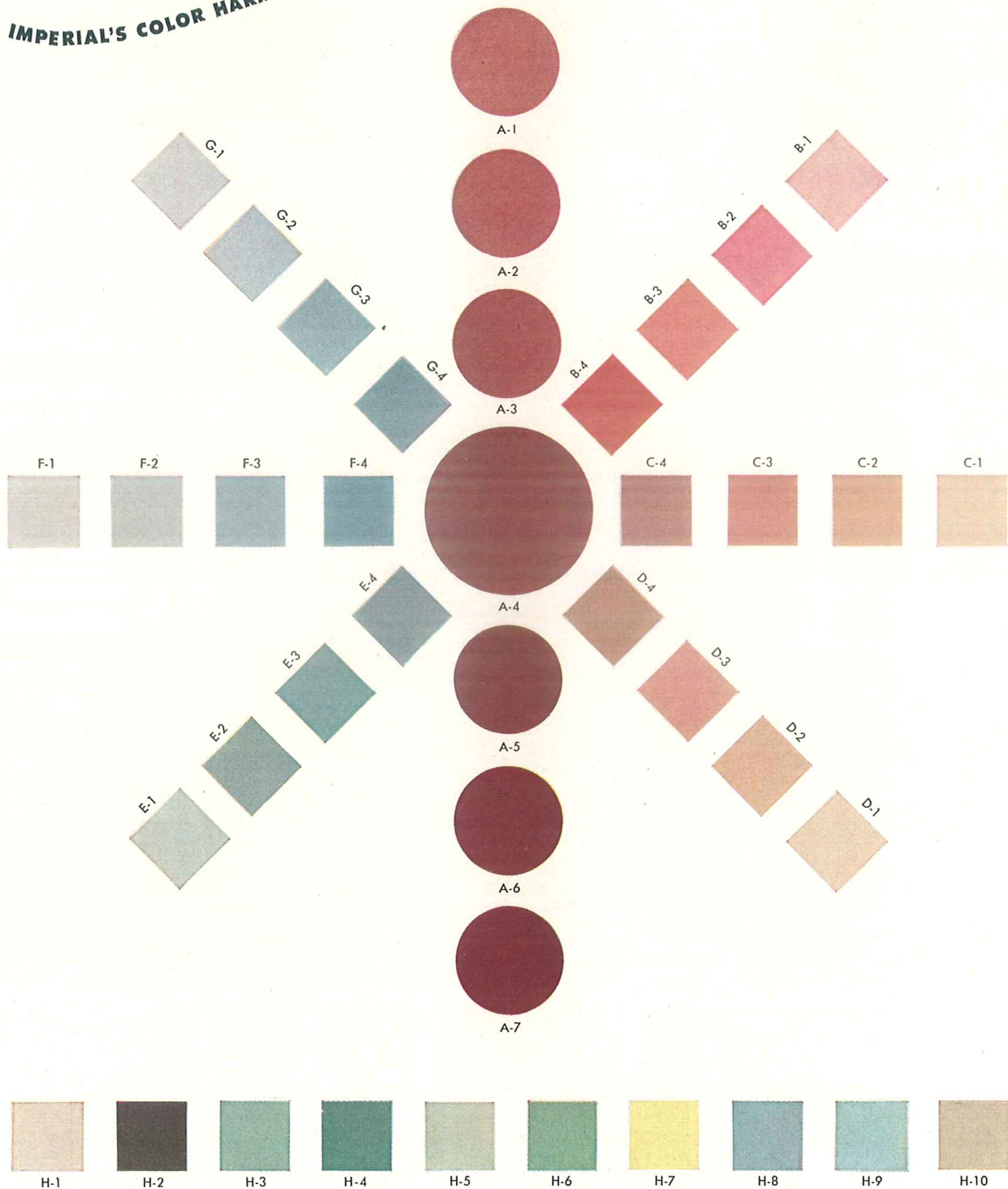
Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

IMPERIAL'S COLOR HARMONIZER CHART NO. 5



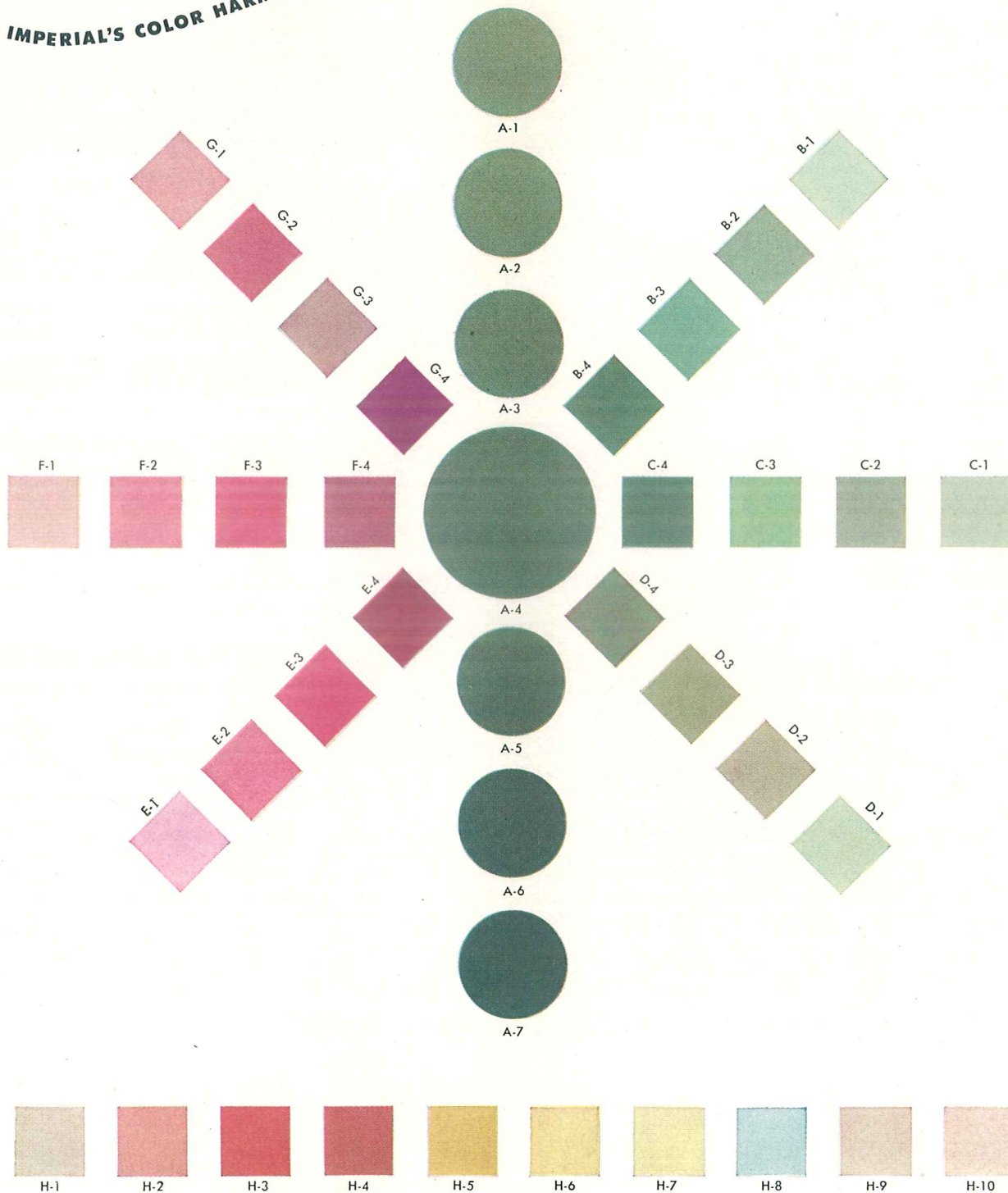
Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

IMPERIAL'S COLOR HARMONIZER CHART NO. 6



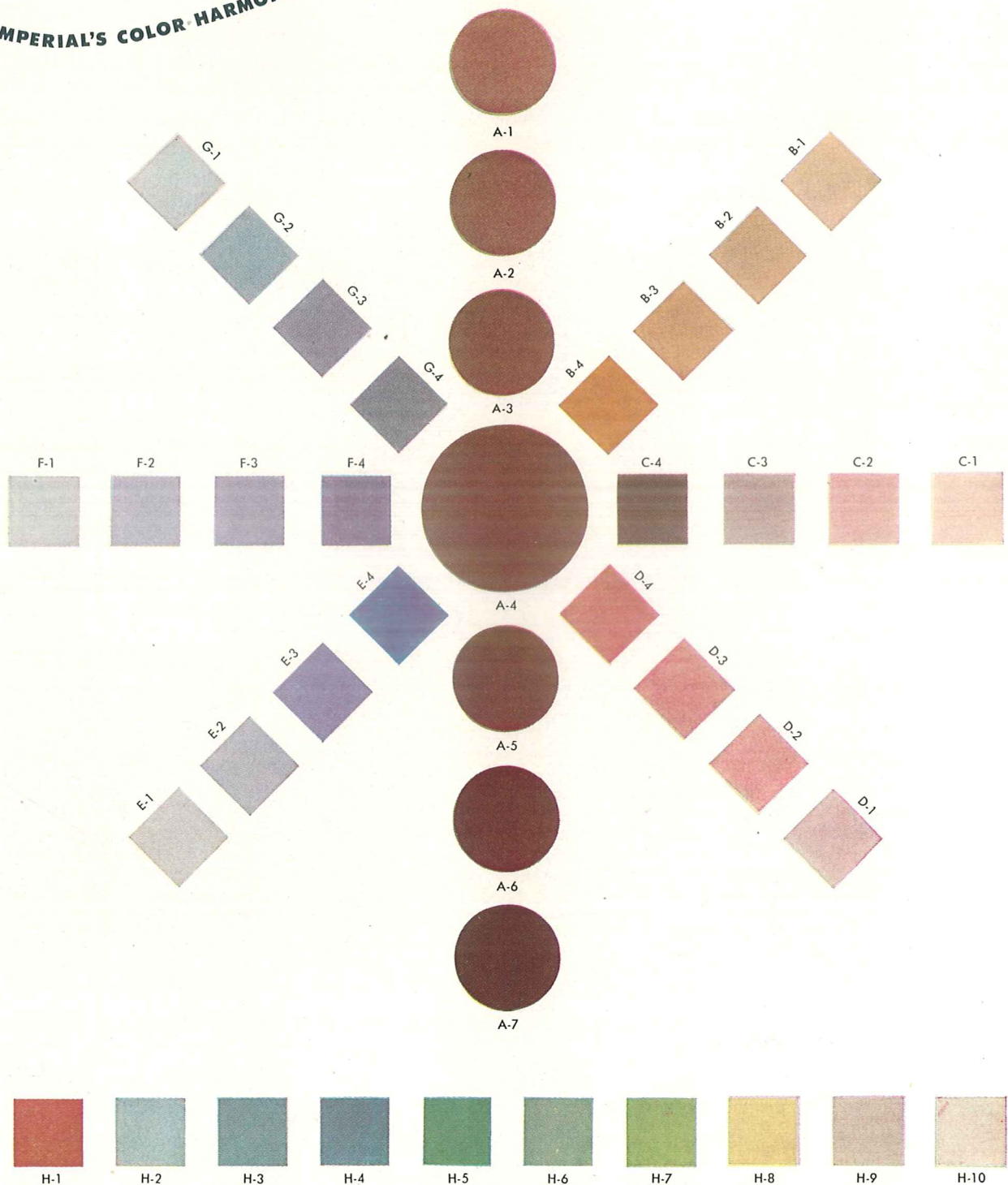
Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

IMPERIAL'S COLOR HARMONIZER CHART NO. 7



Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

IMPERIAL'S COLOR HARMONIZER CHART NO. 8



Explanation: Round color-spots represent rug colors, color-squares harmonizing wallpaper colors. To use this chart in color-relating floor and walls, match your principal rug color to one of the *round* color-spots, then pick a wallpaper containing the color of any of the *color-squares*. Choose a color from the right side of the "wheel" for a matching harmony; choose from the left side, or from the horizontal row of color-squares below the "wheel" for a contrasting harmony. Color-squares representing wallpaper colors are solid, whereas most wallpapers are multi-colored. Therefore, pick out principal color in paper for matching to squares, choosing *either* background color of paper *or* one of the pattern colors.

Warm and Cool Colors. We should remember that there are warm and cool colors. Warm colors include all tints, tones and shades of red, orange, or yellow tending towards red. Cool colors include the blues and greens, as well as clear yellows leaning towards green. For quiet, peaceful rooms, choose a color scheme predominantly cool. To create gay, exciting rooms keep the dominant color warm. If the principal color is cool, the secondary color should be warm and the other way around. Warm and cool colors enhance each other, create color balance.

Miscellaneous Color Notes

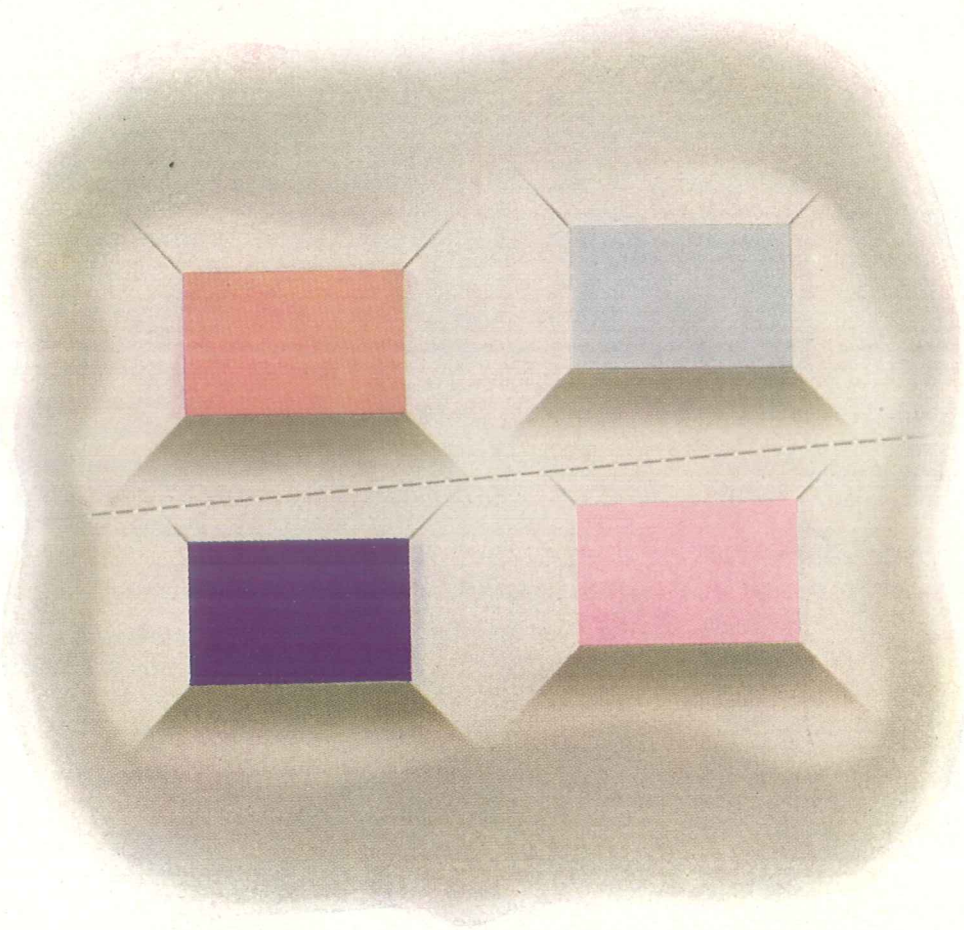
White ceilings are lovely, but so are ceilings papered the same color as the background color of your wallpaper—or in a contrasting color.

Dark colors cause ceilings to appear lower. Light colors on the ceiling, especially when they match the background color of wallpaper, create an illusion of height.

For a smooth, unbroken appearance, paint woodwork to match the background color of your wallpaper.

Paint woodwork a contrasting color, or white or ivory, to link up adjoining rooms.

Heavy shades and warm colors advance, make a room seem smaller. Light tints and cool colors recede and so tend to make a room look larger.



TRY COLOR HARMONIZER IN SOLVING YOUR OWN COLOR PROBLEMS

You have seen how very easy it is to create color harmonies with the aid of Imperial's Color Harmonizer Charts! Why not work out some actual color solutions of your own right now? Decide which rooms you are going to redecorate. Then match your rug color to a round-spot on one or another of the eight Color Harmonizer Charts. Pick out a color-square you would like for your walls.

Take the chart, showing your color choices, to the Imperial dealer in your community. Show him your color preferences and see how much this will help him in assembling just the right collection of samples for your consideration.

THE WAY TO UNIFY YOUR



Colors for entire interior scheme above come from wallpaper illustrated and can also be found in Color Harmonizer Chart No. 2.

We can find a complete color scheme either in the wallpaper of our choice or in the Color Harmonizer Chart containing our wall and rug colors.

If starting from scratch, select a wallpaper and let it be inspiration for a color ensemble—drawing from the wallpaper, colors for the rug, draperies, upholstery, as well as accent colors for accessories. Or, look through the Color Harmonizer Charts and select a favorite color. Then, assure absolute color harmony by building the entire scheme with colors from the same Color Harmonizer chart.

Draperies. Colors for curtains can come from the wallpaper or from the Color Harmonizer Chart containing rug and wall colors.

Small rooms appear larger when draperies match or resemble closely in hue the background color of the paper. Draperies contrasting wall color interrupt wall expanses, make room look smaller.

Draperies with floral designs combine effectively with wallpapers in stripe, diagonal, plaid, medallion or other conventional pattern. If paper has pronounced pattern, keep draperies relatively plain.

As a general guide, avoid stripe draperies with stripe papers, floral draperies with floral papers.

Chairs and Sofas. For furniture coverings, pick colors out of the wallpaper or from the chart containing colors of wallpaper and rug.

It is a good practice to repeat one or two of the wallpaper's main colors for chairs and sofa.

If a sofa looks over-sized—squeezed into a too-small wall space—upholster it in the same tone as the wallpaper, making it retreat into the background.

When a sofa seems lost against a very long wall, increase its relative importance by upholstering it in a color contrasting the wallpaper color.

Upholstery is best chosen when it contrasts wallpaper and draperies in design. *Example:* With

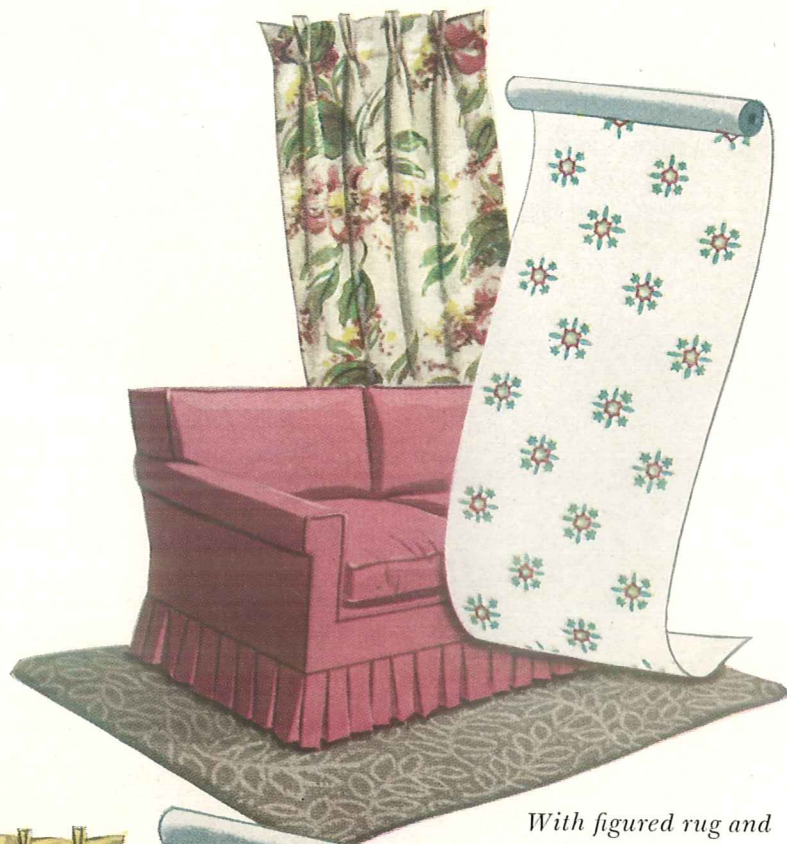
COLOR SCHEME

striped wallpaper and floral draperies use plain upholstery or a self-toned damask or brocatelle, a medallion or other "set" pattern—not a striped covering, not a floral one. In essence, avoid over-use of similar patterns in the same room.

Rugs. Repeat the wallpaper coloring, or use a contrast to the wallpaper in accordance with Color Harmonizer principles. A popular trend in rugs calls for a plain broadloom or all-over patterns in self-tone—either type enhances almost every room scheme and allows full expression in the choice of decorative wallpaper.

Multi-colored rugs in floral pattern look best, as a rule, when the wallpaper *repeats* the predominating color of the rug. This treatment serves to hold the background of the room together.

Accessories. In lamps, vases, and other ornaments, repeat the lively accent colors of wallpaper, or use the brighter colors of the Color Harmonizer Chart.



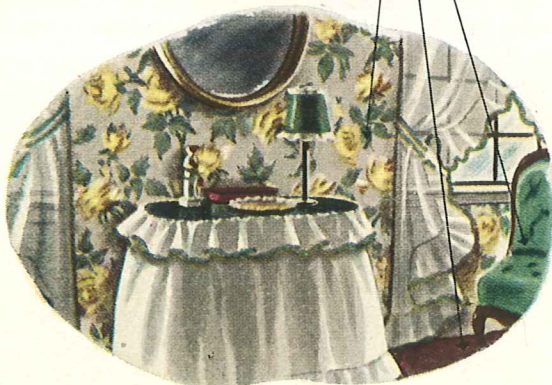
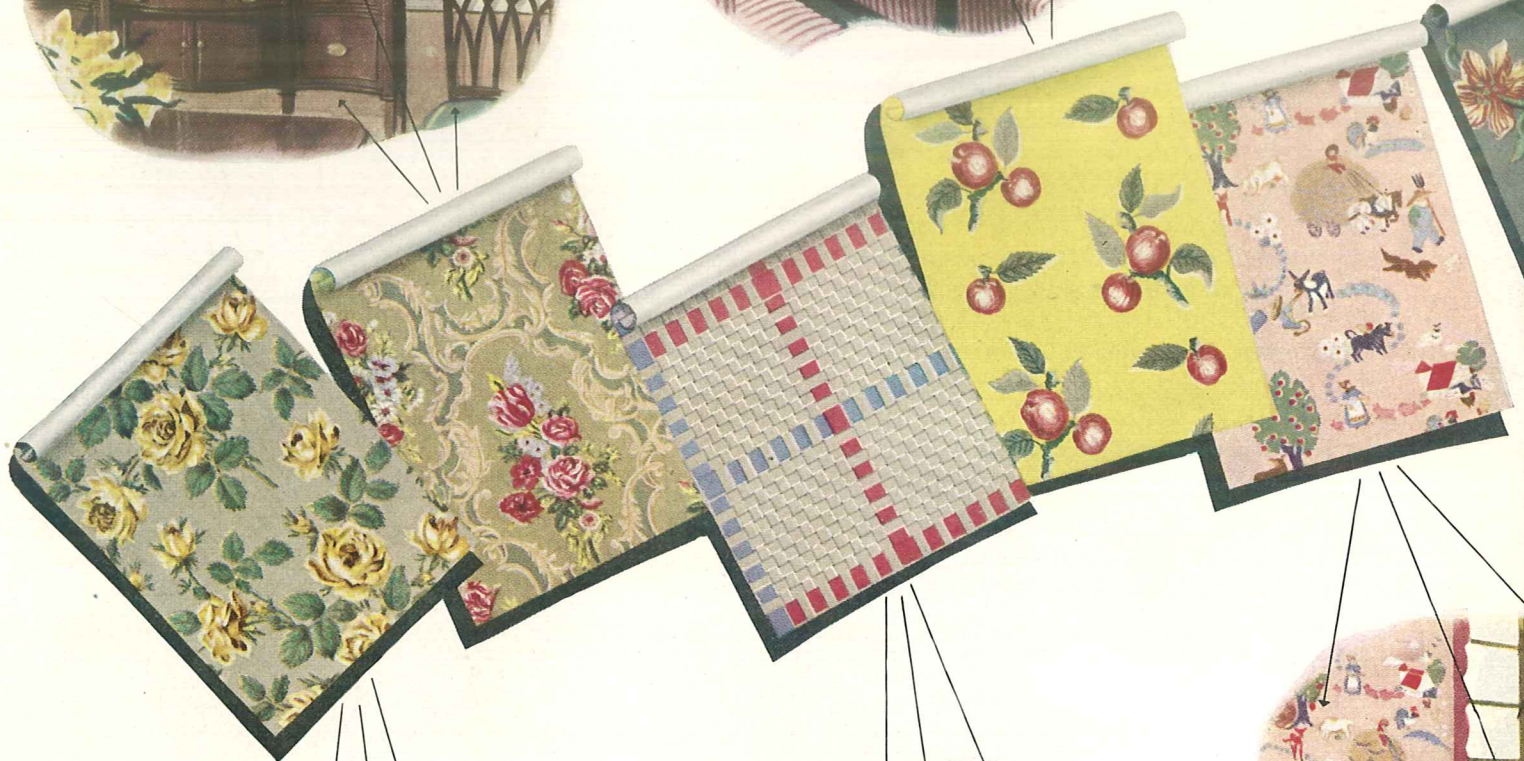
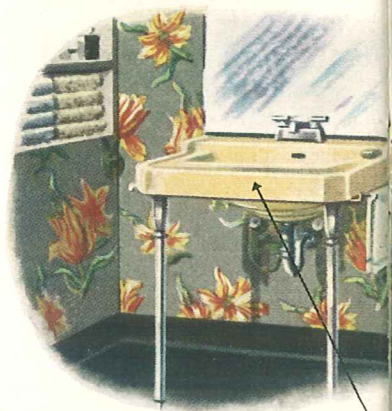
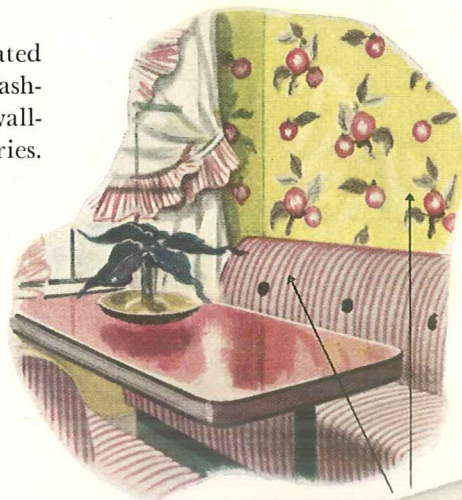
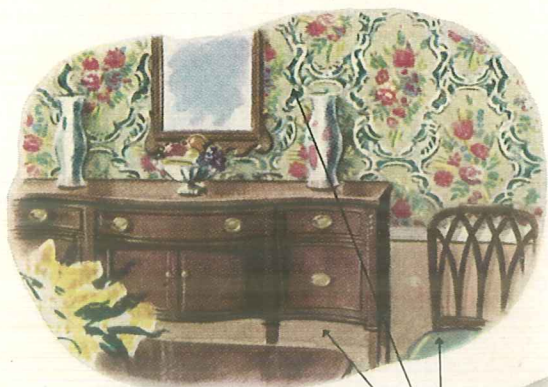
With figured rug and patterned draperies use relatively plain wallpaper



Where rug and draperies are plain, the sky's the limit on wallpaper pattern.

EVERY IMPERIAL WASHABLE WALLPAPER CONTAINS A COMPLETE COLOR RECIPE

One of the best ways to assure a properly-coordinated color scheme is to first choose your Imperial Washable Wallpaper and then repeat the colors of the wall-paper for rug, upholstery, draperies, and accessories.





Room-to-Room Harmony. The easiest and most satisfactory way of achieving room-to-room harmony is through ensembled wallpapers. Wallpapers, to be correctly ensembled, must relate to one another in color and contrast appropriately in type of design. The last three papers sketched above illustrate this principle. Note that the same color theme is carried from paper to paper; observe also the pleasant change of pace in pattern. Contained in this simple formula of color continuity and design contrast is the basic secret of room-to-room harmony, as achieved through the use of ensembled wallpapers.

IMPERIAL
Washable
WALLPAPERS

*Look for the famous silver label
...your guide to fashion-right,
fully-guaranteed wallpaper*